

¹
TO OUR DIRECT CUSTOMERS:

² ³ ⁴
+ IF YOU HAD ANY PROBLEMS RECEIVING THIS FAX, OR IF YOU DID NOT
RECEIVE THIS ANNOUNCEMENT VIA FAX AND WISH TO RECEIVE FUTURE
ANNOUNCEMENTS IN THIS MANNER, PLEASE CONTACT OUR CUSTOMER
SERVICE OFFICE IN RICHMOND, VIRGINIA.

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⁸
IN ANNOUNCING OUR FALL INVENTORY MAINTENANCE PROGRAM, WE
EXPERIENCED SOME DELAYS IN NOTIFYING OUR DIRECT CUSTOMERS BY
EITHER FACSIMILE TRANSMISSION OR MAILGRAM. AS A RESULT OF
THESE DELAYS, MANY OF OUR CUSTOMERS MAY HAVE BEEN UNABLE TO
FULLY PARTICIPATE IN THE FIRST BUYING PERIOD, SEPTEMBER 8-18, 1992, OF
OUR FALL INVENTORY MAINTENANCE PROGRAM.

¹⁴
IN AN EFFORT TO ALLOW ALL CUSTOMERS TO TAKE ADVANTAGE OF OUR
REMAINING PROGRAM OFFER, WE ARE PLEASED TO ANNOUNCE THE
FOLLOWING CHANGES IN OUR FALL INVENTORY MAINTENANCE
PROGRAM.

¹⁸
PROGRAM DETAILS

¹⁹
DURING THE PERIOD SEPTEMBER 21-30, 1992, AFTER YOU HAVE PURCHASED
THE EQUIVALENT OF 1.75 AVERAGE WEEKS' SHIPMENTS BY BRAND AND
PACKING, WE WILL ALLOW YOU \$1.00 PER THOUSAND CIGARETTES ON
FULL PRICE PRODUCTS AND \$.75 PER THOUSAND CIGARETTES ON
CAMBRIDGE, ALPINE, BRISTOL AND BUCKS FOR ADDITIONAL PURCHASES
UP TO AN ADDITIONAL 2.5 AVERAGE WEEKS' SHIPMENTS BY BRAND AND
PACKING. AS DESCRIBED MORE FULLY BELOW, PURCHASES DURING THIS
PERIOD WILL BE LIMITED TO OUR PROGRAM OFFER.

²⁷
THE TERMS OF THIS INVENTORY MAINTENANCE PROGRAM DO NOT
APPLY TO PURCHASES OF ANY OF OUR CURRENT TEST MARKET BRANDS
AND PACKINGS OR OUR RECENTLY INTRODUCED BRANDS MERIT ULTIMA,
MARLBORO MEDIUM 100'S, MARLBORO 5-PACK AND BENSON & HEDGES
SPECIAL KINGS.

³²
PLEASE ORDER YOUR PRODUCT AS FOLLOWS:

³³ BUYING	³⁴ ORDER BY	³⁵ FOR SHIPMENT
³⁶ PERIOD	³⁷ 12 NOON EDST	³⁸ BY
³⁹ SEPTEMBER 21-30	⁴⁰ THUR.	⁴¹ 9/24
		⁴² WED. 9/30

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¹OUR CREDIT TERMS FOR ENTITLEMENT PURCHASES THAT QUALIFY FOR
²THE SPECIAL PURCHASE ALLOWANCES DURING THE PERIOD WILL ALSO
³INCLUDE AN ADDITIONAL 30 DAYS' DATING FOR ALL CREDIT WORTHY
⁴CUSTOMERS.

⁵THIS ANNOUNCEMENT DOES NOT APPLY TO PRODUCTS MANUFACTURED
⁶BY FAMOUS VALUE BRANDS. ALL ANNOUNCEMENTS REGARDING THESE
⁷PRODUCTS WILL BE COMMUNICATED BY FAMOUS VALUE BRANDS TO ITS
⁸CUSTOMERS.

⁹PROGRAM DETAILS AND ORDERING INSTRUCTIONS

¹¹☐ ¹⁰ALL ORDERS, INCLUDING STANDING ORDERS AND ORDERS HELD BY US
¹²FOR FUTURE SHIPMENT DURING THE PERIOD SEPTEMBER 21-30, 1992,
¹³WILL BE INCLUDED IN THE CALCULATION OF QUANTITIES UNDER
¹⁴THIS PROGRAM.

¹⁶☐ ¹⁵ALL ORDERS ARE SUBJECT TO ACCEPTANCE BY OUR RICHMOND OFFICE
¹⁷AND TO STANDARD TERMS AND CONDITIONS OF SALE, PRICES,
¹⁸STYLES, AND SIZES IN EFFECT ON DATE OF SHIPMENT, EXCEPT AS
¹⁹MODIFIED BY THIS MAILGRAM.

²¹☐ ²⁰A STATEMENT OUTLINING AVAILABLE PROGRAM PURCHASES BY
²²BRAND AND PACKING IS BEING MAILED TO YOU UNDER SEPARATE
²³COVER. SHOULD YOU NEED ASSISTANCE IN PLACING ORDERS, OR IF
²⁴YOU WANT US TO PLACE YOUR ORDERS FOR THE FULL QUANTITIES AS
²⁵SHOWN ON YOUR STATEMENT, PLEASE CONTACT OUR CUSTOMER
²⁶SERVICE DEPARTMENT IN RICHMOND, VIRGINIA.

²⁷SHIPMENT LIMITATIONS

²⁸AS PREVIOUSLY STATED, DURING THE PERIOD OF SEPTEMBER 21-30,
²⁹1992, SHIPMENTS OF ALL PHILIP MORRIS U.S.A. BRANDS AND PACKINGS
³⁰WILL BE LIMITED TO OUR PROGRAM OFFER.

³¹THE TERMS AND CONDITIONS OF THIS ALLOCATION AS WELL AS OUR 110%
³²ALLOCATION ON ALL PACKINGS OF MARLBORO, EFFECTIVE OCTOBER 1,
³³1992, REMAIN UNCHANGED.

³⁴ELECTRONIC PAYMENT PROGRAM (EPP) PARTICIPANTS

³⁵PLEASE CONSULT YOUR PROGRAM MATERIAL OR OUR EPP REPRESENTATIVE
³⁶AT OUR EPP TOLL-FREE NUMBER IF YOU HAVE ANY QUESTIONS REGARDING
³⁷EPP AS IT RELATES TO THIS ANNOUNCEMENT.

¹ MAXIMUM PARTICIPATION IN THIS PROGRAM MAY, IN SOME INSTANCES, BE AFFECTED BY DOLLAR-VALUE CREDIT LIMITS ESTABLISHED FOR YOUR COMPANY. IF YOU HAVE ANY QUESTIONS REGARDING YOUR DOLLAR-VALUE CREDIT LIMITS, PLEASE CALL YOUR PHILIP MORRIS CREDIT REPRESENTATIVE.

⁶ PHILIP MORRIS IS NOT LIABLE FOR ANY ERRORS IN THIS MAILGRAM THAT MAY OCCUR DURING THE TRANSMISSION PROCESS.

⁸ PHILIP MORRIS RESERVES THE RIGHT TO DISCONTINUE OR AMEND THIS PROGRAM AT ANY TIME WITH OR WITHOUT NOTICE.

¹⁰ THANK YOU FOR YOUR CONTINUED SUPPORT AND COOPERATION.

¹¹ PHILIP MORRIS U.S.A.

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